

Abstract

In this bachelor thesis called Embedding the approach to war reporting I would like to bring coherent material about embedding. The first part of the text will cover the historical setting of embedding in context. It roots into the ancient times and through World War I. or Vietnam War the text terminates with Ukrainian crisis. Another part of the work will bring information about objectivity whether embedding shows complete and complex reporting. If it is true that journalist, who spent a time with troops, will be affected by the troops, thus the objectivity will turn up a dilemma.. In the bachelors thesis I would like to present principle of journalist ethics, which are usefull for being in a conflict or crisis situation. The legislation is also part of the text and it is connected with rules, which have to be followed by embed. These rules are part of the bigger concept of ISAF organization. Another part of my bachelor thesis involves an attitude of Czech army and shows how Czech system works. In the practical part of the work I will publish the transcript of three interviews with journalists like František Šulc, Michal Kubal and Teodor Marjanovič. These journalists were embedded with Czech and American troops in the Second Gulf War in 2003, and during operations in Afghanistan. In my bachelor thesis I would like to present five texts from Lidové noviny, these texts were written by embeds during years 1991 and 2003.